

## **Linking Up: Strategic Connections for the Future of the Arts in Arizona 2000-2006**

*Change - Growth – Challenges – Opportunities – Uncertainty – Demand - Excitement*

### **Background and Environment for the Arts**

The Arizona Commission on the Arts connects people to the arts. Through public support, the Commission partners with arts and community organizations, schools and artists to ensure that every Arizonan has opportunities to experience the arts.

**Our state** - one of the fastest growing in the nation.

**Our cities** - changing shape every day.

**Our rural areas** - some fast becoming part of urban communities, others increasingly separated from metropolitan resources, technology and population.

**Our citizens** - more mobile and diverse, with increasingly sophisticated expectations about their quality of life.

**Arizona arts and artists** - wide-ranging, from Hispanic and Native American artists, both traditional and contemporary, to world premieres of theatre, dance and symphonic works.

**Arts experiences** - from "blockbuster" exhibitions attracting record crowds to new film and book festivals.

**Arts spaces** - new and planned cultural facilities bringing people together for shared arts experiences.

**Arts education** - we are expecting more of both teacher and student in meeting rigorous arts education standards, with limited resources.

**Arts as business** - we acknowledge the growing and vital role of the arts and cultural tourism in stimulating the economic development of communities by attracting new business and tourism.

**Individual artists** - increasingly we explore and discover new ways to demonstrate the value of the creative process in all aspects of our lives.

More than any other discipline, the arts enable us to recognize who we are, celebrate our differences, and forge new alliances.

### **Strategic Planning Process**

From April, 1999 to February, 2000, the Commission undertook an in-depth, statewide planning process. Commission members and staff met with over 340 individuals from every Arizona county to learn how we can be a strategic partner with artists, arts organizations, schools and communities.

### **What We Heard ...**

It's hard to find resources. You are challenged by a lack of people. Lack of space. Lack of time and money. Loud and clear we heard your need to better connect to information, to

research and to colleagues. And we also learned how difficult it is to get to the arts if you live in an isolated community, or if you have a disability or lack transportation. To be sure, we heard success stories. We visited towns that have brought their histories back to life through original plays. We met artists whose roots are deep in our state. We applauded children and young adults who are making tomorrow's art through new and traditional media.

### **What We Did ...**

After meeting and listening, we rethought our Vision for the state and developed six inter-related goals.

We determined that Linking Up is essential to create and sustain the community we all desire for this new century, a community that puts all of us in touch with the arts.

We invite you to check in with us regularly, not only to see how we're doing, but to be our partners in carrying out the plan.

Contact us at: <http://az.arts.asu.edu/artscomm> or by calling 602/255-5882, faxing to 602/256-0282, or emailing to [general@ArizonaArts.org](mailto:general@ArizonaArts.org)

## **Arizona Commission on the Arts**

*Annual strategies are designed to achieve the goals.*

### **VISION**

An Arizona where all citizens experience the arts as integral to their lives

### **MISSION**

To enhance the artistic development of all Arizona communities, arts organizations and artists through innovative partnerships and stewardship of public funds

### **GOALS** The "What"

All people in Arizona have access to diverse arts experiences

Artistic and management skills of artists and arts organizations are strengthened

- The essential role of the arts in teaching and learning, particularly in K-12, is accomplished
- Access to arts information is provided through both "high-tech" and "high-touch" services
- Public policy is favorable towards Arizona's arts industry
- Stable financial resources to implement the plan exist

### **PRINCIPLES**

Value statements to assist us in determining why we do what we do - The "Why"

- Position the arts within communities
- Respect and value Arizona's diverse cultures
- Assure a dialogue exists about the value of the arts and arts education
- Act in partnership to preserve and strengthen the cultural vitality of communities
- Value open communication with our constituents
- Act strategically for the most impact from resources
- Seek adequate funding to implement the Plan

### **TOOLS** The "How"

- Convening/Facilitating
- Information/Referral
- Professional/Staff assistance
- Research
- Technology
- Funding

GOAL: All people in Arizona have access to diverse arts experiences

- Community-based and partnership efforts take place
- Outreach activities engage new audiences
- Community public art and design is supported
- Local and regional arts agencies/coalitions have increased capacity to serve their communities

GOAL: Artistic and management skills of artists and arts organizations are strengthened

- Arts organizations receive financial support to connect their products to the public
- Arts and community organizations successfully carry out projects
- Training and professional assistance are available to arts organizations
- Individual artists are recognized and funded
- Professional development and training are available to artists
- Artists are promoted effectively to sponsors and the public
- Artists and organizations have access to peer development opportunities

GOAL: The essential role of the arts in teaching and learning, particularly in K-12, is accomplished

- School Arts Profiles are developed, maintained and utilized
- A menu of grants and services is available for schools to access
- Productive partnerships are identified, developed and maintained

GOAL: Access to arts information is provided through both "high-tech" and "high-touch" services

- Agency visibility is increased
- Research/ resources/referrals that make the case for the value of the arts are available
- Artists and arts organizations have increased technological capacity
- The Commission has a more meaningful presence in communities
- Internal systems provide for effective delivery of programs, services and grants

GOAL: Public policy is favorable towards Arizona's arts industry

- Awareness of the arts and arts policy is increased through agency and partner efforts
- Communities implement public policies in support of the arts

GOAL: Stable financial resources to implement the plan exist

- The value of public funding of the arts is communicated to national, state and local leaders

## Your Link: Become a Partner

**Vision: An Arizona where all citizens experience the arts as integral to their lives**

This Plan is a charge for the Commission to work both as an independent agency and in partnership - with artists of every kind, nonprofit arts organizations, government at all levels, schools from pre-school to higher education, community-based organizations, business and industry of all types, the commercial arts and entertainment industry, the media and the general public.

This Plan reflects the needs of Arizona's communities, as articulated through an extensive and energizing public process. Your partnership, through your support of this Plan and its implementation, is vital.

If you believe in the value of the arts and their ability to improve Arizona life, please endorse this Plan by signing the following statement. Return the page to: Arizona Commission on the Arts, 417 W. Roosevelt St., Phoenix, AZ 85003-1326. You can also register your endorsement by faxing the signed page to 602/256-0282 or filling out the form online at: <http://az.arts.asu.edu/artscomm>.

We'll keep you informed of our progress, and of opportunities for you to become involved.

**Dear Arizona Commission on the Arts,**

I/We, \_\_\_\_\_, believe in an Arizona where all citizens experience the arts as integral to their lives. I/we support the Arizona Commission on the Arts' mission to enhance the artistic development of all Arizona communities, arts organizations and artists through innovative partnerships and leveraging of public funds. I/We endorse the plan "Linking Up: Strategic Connections for the Arts in Arizona 2000-2006," and urge its implementation.

Sincerely,

Signature		Date	
Name			
Address			
		, AZ	
City	State	Zip	
Tel. No.		Fax No.	
Email address		Occupation	

This endorsement is made on behalf of (circle one):

a. Myself      b. My family      c. My company      d. My \_\_\_\_\_

Name of company or other affiliation: \_\_\_\_\_

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